

THE HERD

VOL.

NO. 2



A
Little
Magazine
Published
BY
THE

BUFFALO GASOLENE MOTOR CO.
BUFFALO, N.Y.

AUGUST

**A PAIR OF 26-30 H. P. BUFFALO HEAVY
DUTY ENGINES FOR SALE CHEAP**

A pair of 26-30 H. P. Buffalo Heavy Duty engines has been placed with us for sale. These engines are right and left hand and will be thoroughly overhauled. They are of a late model and equipped to operate on kerosene. This is an exceptional chance to get a pair of good engines cheap. Write for details.



BUFFALO GASOLENE MOTOR CO.
1280-1290 Niagara Street :: Buffalo, N.Y.

**This 30 h. p. Buffalo For Sale
Cheap**



We have ready for quick delivery a 30 h. p. Buffalo Engine of the Medium Speed Type which was traded in for a Buffalo of larger size. It is a four-cylinder machine, 6 in. x 7 in. It is a bargain at the price we are holding it.

BUFFALO GASOLENE MOTOR CO.
1280-1290 Niagara Street :: Buffalo, N. Y.

THE HERD



A Little Magazine Published by
THE BUFFALO GASOLENE MOTOR COMPANY, BUFFALO, N.Y., U. S. A.

VOL 3.

AUGUST, 1919

No. 15

Where Buffalo Builders Stand in Regard to Making Free Repairs

The Policy Is To Make Sure Buffalo Owners Are Getting The
Steady Reliable Service They Have A Right To Expect,
But They Must Pay For Their Own Neglect.

WITH the boating season well under way, there is one thing we keep wondering—are Buffalo sales agents backing up the Buffalo service claims? Are they making Buffalo owners believe that we are interested in their engines long after we have their money? Are they going out of their way to see that the man who is having a little trouble with some part of his engine is "fixed up right"—not simply put off with promises that something will be done for him later.

We believe that Buffalo owners are getting this kind of service for there isn't a man selling Buffalo engines in whom we have not the

utmost confidence. We are sure that they are selling engines the Buffalo way, which means never looking on the sale as completed until the engine has made good to the owner's complete satisfaction.

This does not mean that we submit to impositions or allow our sales agents to do so. Not by a long shot! We have been too many years in the engine business for that. If your engine does not run properly the trouble is either your fault or our fault.

If it is our fault we will go all the way to make it right, we want to do so because we simply cannot afford to have Buffalos giving trouble. They have always been



IONE

Egbert H. Gold, Chicago, uses this boat, powered with a 50-80 h. p. Buffalo, for hunting trips

sold strictly on the basis of good service. We have always explained that when you bought a Buffalo engine you were not simply buying a combination of castings and forgings. You are buying steady, reliable, economical power for your boat, and it is our business to see that you get it.

But this does not mean that we will stand the cost of repairs and replacements when the fault is clearly up to the owner. If you neglect to replenish your oil supply and the engine burns out her bearings, we will not stand the repair cost. If you forget to drain off the water in winter, and crack your cylinders we will not even feel sorry for you.

But if there is something wrong which is justly a fault of the engine—we are only human, and we frankly admit that occasionally some fault slips through in spite of our close system of inspection—we want to see that it is adjusted to the owner's complete satisfaction.

That is the policy which has made Buffalo engines the standard or reliability in all parts of the world.

Mr. Gold Likes His Engine

We have received a letter from Egbert H. Gold, of the Vapor Car Heating Co., Chicago, in which he says:

"The 50-80 h. p. engine purchased from you sometime ago was installed in my boat, The Knapp Island, of which I enclose photographs.

"The boat is used on the Illinois River in the fall and winter for hunting purposes and is brought back to my summer place in Michigan for the summer. This boat was built on plans made by Gielow & Orr of New York and was constructed by H. B. Nevins of New York; but was originally powered with an engine of another make, which was replaced with a Buffalo engine, which so far has proven entirely satisfactory."



This boat, owned by O. D. Chapman, Fair Haven, Mich., has a splendid record of service. The Buffalo engine has been 12 years in use

After 12 Years Service Buffalo Engine Is Almost Good As New

O. D. Chapman, The Owner, Says If He Were To Buy A Hundred Engines They Would Be Buffalos Every Time.

IT isn't often you find an owner who has had his boat 14 years and his engine 12 years and thinks them almost as good as new.

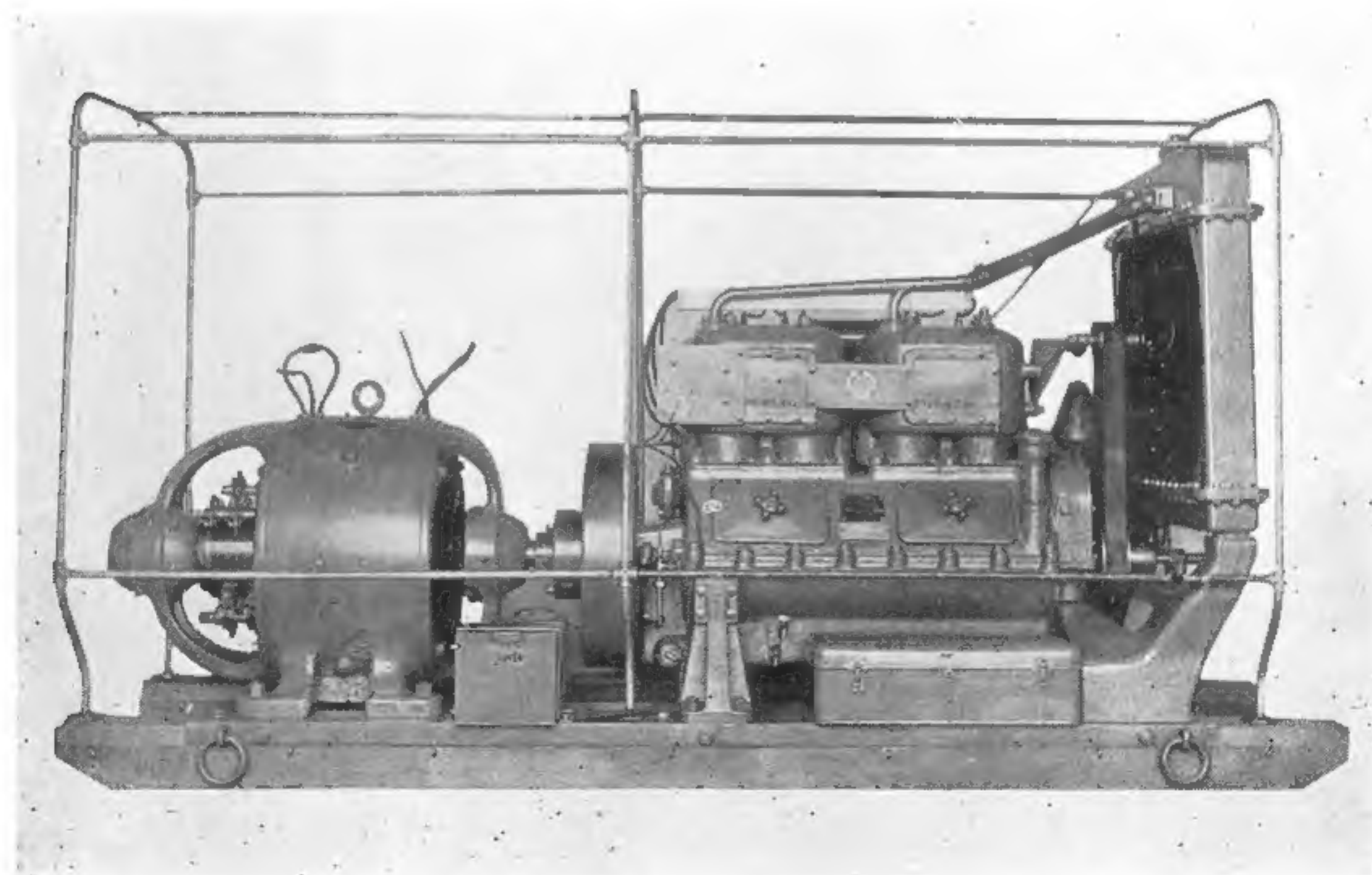
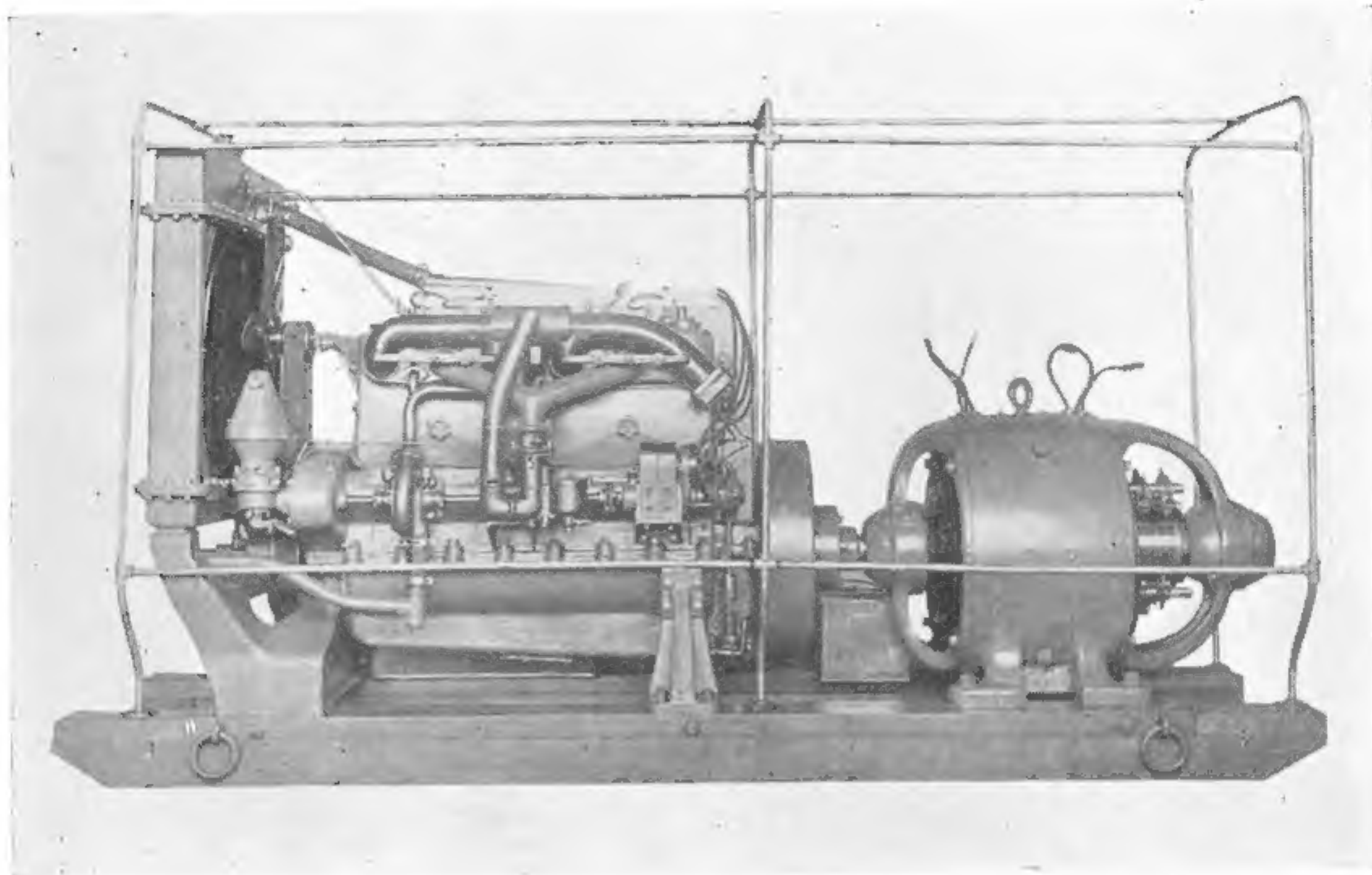
But that is what has happened in the case of O. D. Chapman, Fair Haven, Mich. .

Answering some questions in regard to his boat the "Ione" he says in a recent letter:

"This photograph was taken about four years ago and not what I wished to send you. I wanted my son to take a picture of my launch and have made arrangements to that effect but it probably will be all of three weeks before I could send it to you. However, this picture of the launch is, I think, a fair one only it does not show the name "Ione."

"I had my launch built 14 years ago by The Detroit Boat and Oar Works of Wyandotte, Mich. I have taken good care of it, consequently is nearly as good as the day it left the shop. 12 years of this time I have used a Buffalo engine, bought of the state agent, Henry Smith of Detroit. Through those 12 years it has given royal service. Were I to buy a hundred engines they would be Buffalos every time. I and my son Harry and his family have made long excursions, both on Lake Erie and Huron, have arrived home and not the miss of a stroke during our wanderings. The confidence in our engine with no anticipation of trouble therefrom added vastly to our pleasure.

(Continued on page 14)



These pictures show both sides of the 15 kw. electric generating sets, which are being built by the Buffalo Gasolene Motor Co.

Here's A Salesman Who's Going To Stand Well With The Factory

Instead Of "Knocking" The Engineering Department He Goes Out Of His Way To Tell Why He Likes Buffalo Design And Construction

A strange thing happened the other day.

A sales agent wrote in of his own accord and actually told us what *he likes about a Buffalo engine!*

Did you ever hear of such a thing before?

We never have.

They have told us lots of times what was *wrong* with Buffalo engines, but to say something nice to make us feel that our efforts to build good engines are really worth while, such a thing seldom happens.

The man who wrote this letter is W. S. Carman, the new Buffalo sales agent at Philadelphia, and just because we think his letter will interest you, too, we are going to print it here:

"The new model 10-12 h.p. Heavy Duty Buffalo engine received. It is now on exhibition in our salesroom in the Bourse. As you know the writer is one of the pioneers in the marine gas engine game in Philadelphia, having been engaged in the business for the past fifteen years. During this period I have sold hundreds of engines, and prior to enlisting in the Buffalo service I sold a competitive make of engine which has a world known reputation. Starting in the marine game in its infancy I have sweat blood keeping 'em going, in the old days, this was some job, too. In fact the first engine I ever sold was a "match starter," that's going back into ancient history. Comparing the modern Buffalo to this old type of engine is like

comparing a Tungsten lamp to a candle. The improvement is just as marked and the development is just as advanced.

"The new Buffalo has every accessory that is necessary for the convenience and comfort of the owner. When a man buys a Buffalo he gets a complete power plant. First, consider the double ignition. This is like having money in two banks, if one "busts" you have got the other to fall back on. Considering the ignition from a mechanical and electrical point of view, the distributor furnished is the best money can buy, the magneto is of the best type. Both are independent of the other, firing through separate spark plugs. Only the fellow who has been towed home through faulty ignition can appreciate this safety insurance. Every owner of a power boat knows or should know that a whistle is required. The Buffalo has a self contained air pump to furnish the noise producing stuff. Every owner of an engine has in mind his pocket book, for instance, lubricating oil costs from 80 cents to \$1.00 per gallon. The Buffalo oiling system is economy personified, a return oil pump returns all unused oil filtered back to the oiler, no waste oil with a heavy duty Buffalo. Perhaps you are one of the fellows who have used a three way sea cock pumping bilge water through your water pump, ever stop to consider jacket from the oily bilge water. On the forward end of the Buffalo you will find a real water pump



This Buffalo powered boat owned by John S. Coe, Nolan's Point, Lake Hopatcong, is of a convenient type for use at a summer camp

to pump the bilge, independent of the jacket cooling pump.

"The reverse gear is a big husky affair that will not heat up on the go-ahead, or groan like blazes on the reverse. It is quickly accessible through a large cover plate, no acrobatic training required to adjust this clutch. Every detail is carefully worked out in the Buffalo design. You will find the top base flanged to catch oil, all grease cups have a lock to prevent cup cover jarring off. Valves are accessible through valve plate covers, no taking head off to grind valves. No 5 and 10 cent store tools are furnished, real honest-to-Pete wrenches. The finish is such that you will not be ashamed of it or have to make apologies to your friends.

"The purchase of a Buffalo is an investment, not an expense, when compared with engines of certain other makes. Of course, all the foregoing is only "one man's opinion," yet experience is the practical teacher, and is therefore "passed" on to the other fellow who has been possibly "gassed" into

buying a mechanical monstrosity that some manufacturer calls a marine gasoline engine, to this fellow this letter is respectfully dedicated."

IT IS NOT ALWAYS EASY

- To apologize,
- To begin over,
- To admit error,
- To be unselfish,
- To take advice,
- To be charitable,
- To be considerate,
- To keep on trying,
- To think and then act,
- To profit by mistakes,
- To forgive and forget.
- To shoulder a deserved blame
- BUT IT ALWAYS PAYS.

—Exchange

DEAD RIGHT

*"Here lies the body of William Jay,
Who died maintaining his right of
way.*

*He was right as he sped along,
But he's just as dead as if he'd been
wrong."—METTCO METEOR.*

A. Duvic & Co., Will Have A Splendid New Home In October

**Buffalo Sales Agents At New Orleans Will Occupy Four Story
Structure Supplied With All Modern Equipment**

A. Duvic & Sons, Buffalo sales agents and largest and oldest outfitters of power boats and small vessels of all kinds in New Orleans, will move into their own building at 118-120-122 Chartres Street, this fall. Some building it will be, too; four floors, with electric elevators, and three times as much space on each floor at this firm has had in its present location. Mr. Duvic also owns the building next to the new home of this firm, and, as the business expands still further in the new location, expects to occupy that building also, when present leases by tenants expire. The new building is being put in first class shape and will be occupied by the firm by October 1.

In addition to Buffalo engines, the firm handles all manner of equipment for power boats, auxiliaries, sailing craft, dories, skiffs, rowboats, canoes and even small steamers.

"Listen to this, Maria," said Mr. Stub, as he unfolded his scientific paper. "This article states that in some of the old Roman prisons that have been unearthed they found the petrified remains of the prisoners."

"Gracious, John," exclaimed Mrs. Stub, with a smile, "them's what they call hardened criminals, I expect."

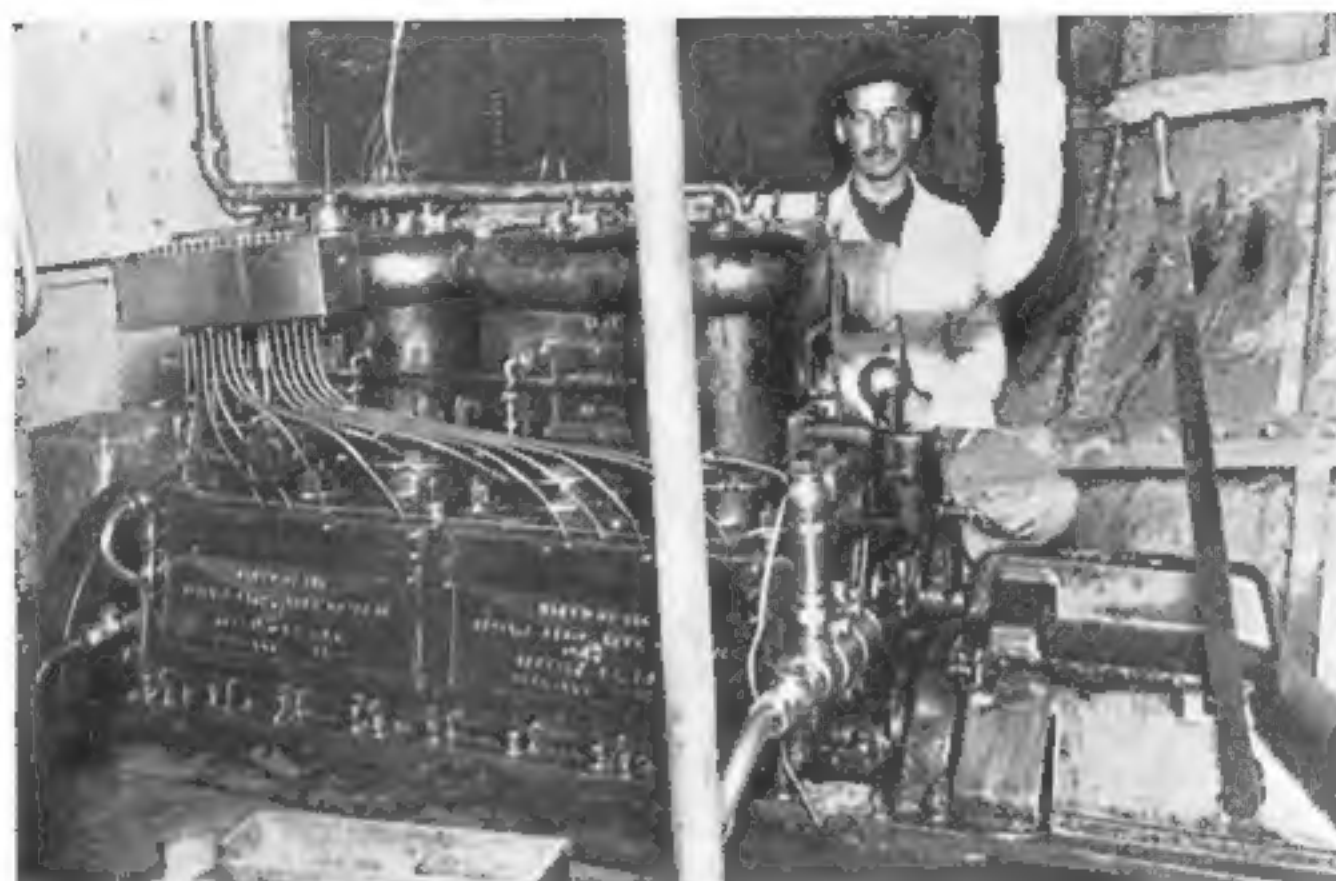
—Tit-Bits



Here is a typical Lake Erie fish tug. She is owned by F. J. Volk of Buffalo, who is now fishing around Sandusky, O. The boat is 44 ft. over all with 12 ft. beam, and draws 4 ft. The engine is a 50-80 h. p. Buffalo

With Buffalo Powered B

Some Photos Sent to TH



This engineer has never been within several thousand miles of the Buffalo factory, but he has no trouble in running his two 40-45 h. p. Buffalos



A group of Buffalo boosters at Rio aboard a Buffalo powered boat. A trial trip with a new engine is usually made an event



This schooner is powered by Heavy Duty engines. made close to sea against head wind

Boats at Rio de Janeiro

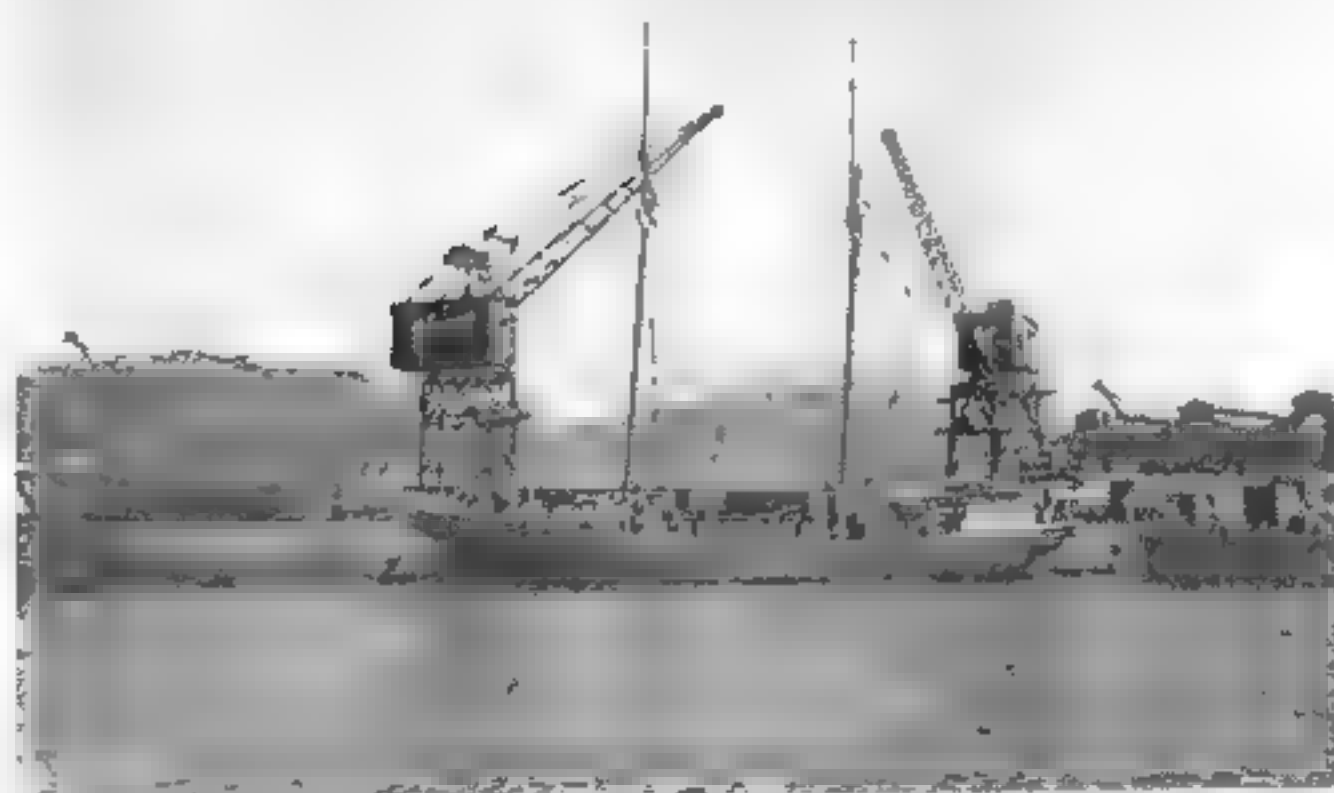
THE HERD by Oscar Taves



This boat, powered with a 13-15 h. p. Buffalo Heavy Duty engine, has worked since 1913 without repairs other than changing spark plugs. The engine is said to have the lowest gas consumption for its size on Rio Bay



with two 40-45 h. p. Buffalo engines. On her first trip she made ten miles per hour in rough and heavy seas



This picture gives some idea of the size of a schooner, two Buffalo 40-45 h. p. engines are driving

Buffalo Bull

WALT MASON says: "Its better to have half a dozen babies named after you in your own home town than to be formally given the keys of another city."

* * * *

THE thing the Fellow Who Tends The Bull wants to know is how long is it going to take the United States of America to get deloused?

The war is over but the cooties still persist—the miserable malcontents who seek to stir up industrial unrest.

It is only a question of time before these vermin will be exterminated as far as the United States is concerned. They cannot breed on a clean body, and thank Heaven the United States is clean.

They are a bi-product of war and filth and intrigue. They cannot survive conditions based on sunlight, honesty and fairness.

That is why the Bolsheviki and the Nihilist will never get much of a hold in this country. We place all that breed in its true place—*sort of second rate cooties.*

* * * *

NOW granted that the United States is infested with cooties, what are we going to do about it?

Ask the man who had 'em!

He will tell you there is only one way to get rid of cooties, stamp them out absolutely, be thoroughly deloused in the approved army fashion.

Just at present Uncle Sam is "reading his shirt" as the boys did in the trenches.

Occasionally he gets a cootie, and there is one spot less to itch for a little while, but the only way he will ever make any

Buffalo Bull

lasting progress is by having a general and thorough clean up. As long as there is one cootie left he will be uncomfortable.

* * * *

WE are none of us satisfied with conditions in the country just at present.

There has been a big roughhouse on, and naturally some of the furniture got knocked around a bit. But we'll fix that when we get to it.

We don't want any long-haired, greasy foreigners coming in here and telling us what we ought to do.

Now mind you we have nothing against a man just because he hadn't the good luck to be born in the United States.

He may be a good fellow, every bit as good as you and I but when it comes to giving advice it does make a difference.

If you come up to me on the street and tell me I don't know how to run my business, how am I going to take it?

That all depends on who you are.

If you are my close friend or business associate I'll probably listen and give you more or less thanks for your interest even though what you say may hurt.

But if you are a stranger and start balling me out because I don't run my affairs the way you think I should, you're going to get a punch in the nose!

That's the way most of the fellows I've talked with look upon the propaganda pushers, otherwise known as "cooties."

If they don't like the way the United States is run, they're at perfect liberty to get to h—l out of it, but any little cleaning

Buffalo Bull

up there is to do, we'll do in our way without any advice from them.

* * * *

ONE thing no peace treaty can adjust is the loss to the world of art which the war has caused. R. W. Service touches this point in a poem published in the July number of McLean's Magazine, from which we quote:

*That Barrett, the painter of pictures, what feeling for color he had!
And Fanning, the maker of music, such melodies, mirthful and mad!
And Harley, the writer of stories, so whimsical, tender and glad!*

*To hark to their talk in the trenches, high heart all unfolding to heart,
Of the day when the war would be over, and each would be true to his part,
Upbuilding a palace of beauty to the wonder of glory of Art.*

*You's Barrett, the painter of pictures, you carcass that rots on the wire.
His hand with its sensitive cunning is crisped to a cinder with fire;
His eyes with their magical vision are bubbles of glutinous mire.*

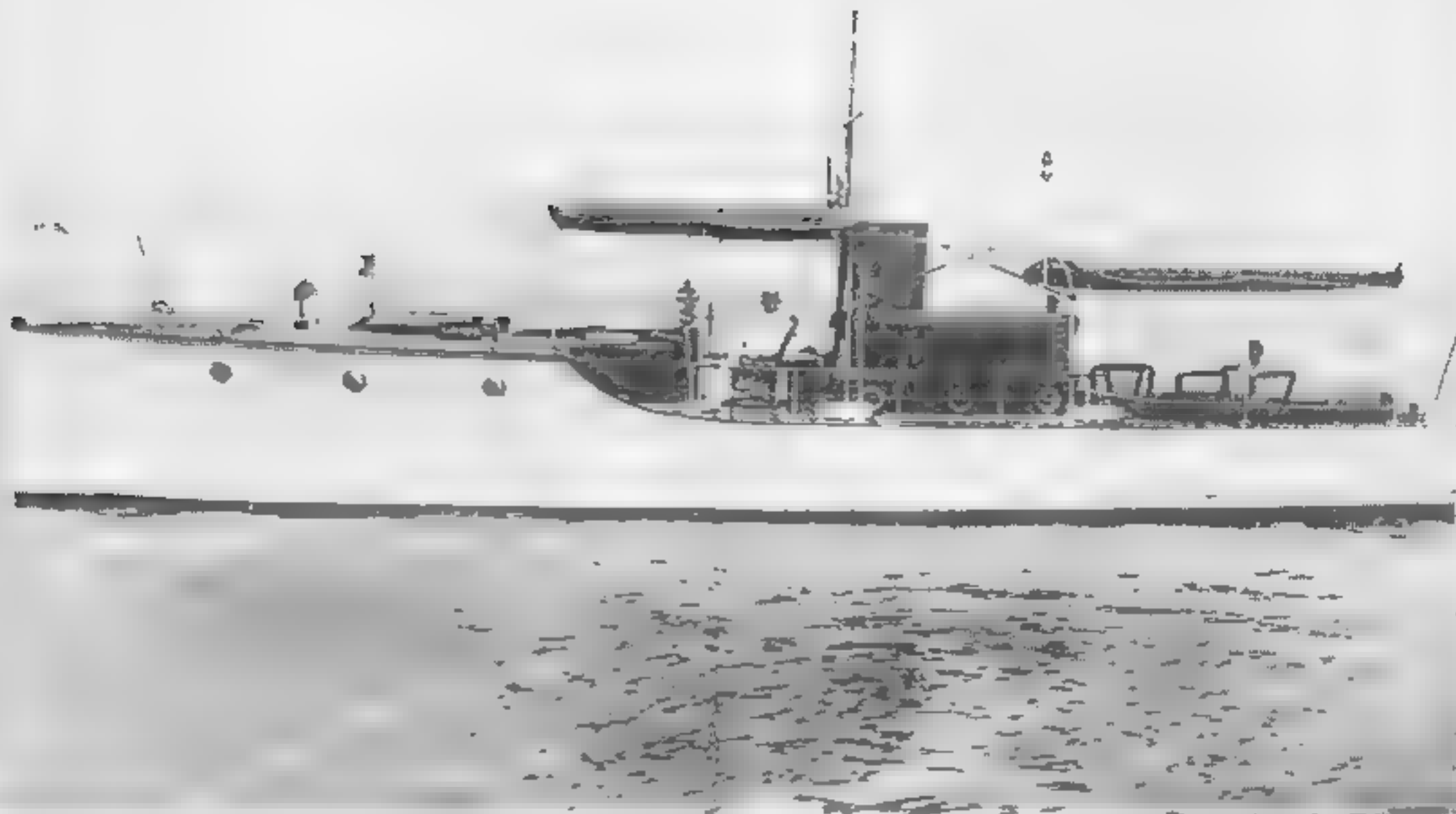
*Poor Fanning, he sought to discover the syphonic note of a shell;
There are bits of him broken and bloody, to show you the place where it fell;
I've reason to fear, on his exquisite ear, the rats have been banqueting well.*

*And speaking of Harley, the writer, I fancy I looked on him last,
Sprawling and staring and writhing in the roar of the battle blast;
Then a mad gun-team crashed over, and scattered his brains as it passed.*

*Oh, Harley, and Fanning and Barrett, they were bloody good mates o'mine;
Their bodies are empty bottles; death has guzzled the wine;
What's left of them's filth and corruption . . . Where is the Fire Divine?*

*I'll tell you . . . At night in the trenches as I watch and do my part,
Three radiant spirils I'm seeing, high heart revealing to heart,
And they're building a peerless palace to the splendor of triumph of Art.*

*Yet, alas, for the fame of Barrett, the glory he might have trailed!
And, alas, for the name of Fanning, a star that beaconed and paled!
Poor Harley, obscure and forgotten . . . Well, who shall say that they failed!*



HENRIETTA

She is a Hand "V" Bottom, 50 ft. over all with 10 ft. 3 in. beam, built for E. H. Scott, Erie, Pa. She is powered with a 40 60 h. p. Buffalo Cruiser and Runabout engine

Buffalo Powered Boat Wins Kean's Cup For Second Time

G. B. Warman Finished First In Six Events Bringing Great Credit To The Buffalo Name At New Zealand Meet

WORD has just come to the effect that G. B. Warman, a Buffalo owner at Auckland, New Zealand, has won the Kean's Cup Race for the second time. Particulars are lacking. Our information came in a letter from Mr. Warman in which he says:

"I am pleased to say that I won the Kean's Cup for the second season in succession, also the Auckland Regatta, Forth Choice Club race and Ponsonley Cruising Race this season.

"I won six firsts out of six but I was disqualified in the New Zealand Power Boat race for not carry-

ing the club's flag, which was bad luck. Also the Ponsonley Regatta for breaking my time over a four knot course in smooth water, by 2½ minutes.

"By next mail I will forward to you photos of launch, as ones I have are not satisfactory. As I have been too busy, I shall have to wait until next mail to give you particulars of last years racing and photo of cup. In all there were about eleven firsts.

"If I've had one I've had twenty abroad to look at engine, and after the races we have Buffalo engines for breakfast, lunch and dinner."

Old Maids And Borrowers Please Step Lively

Below is a copy of a card which reached us through the mail. It shows how they treat 'em in Shreveport:

Length of Time for Visitors in Lumber Offices			
Compliments of Oil States Lumber Co., Shreveport, La.			
	Hrs.	Min.	Sec.
Friendly calls, men.....	2		
Friendly calls, women..	2	15	
Friendly calls, old Maids			3
Friendly calls, pretty girls	1	30	
Friendly calls, presi- dent of U. S.	1	25	
Insurance agents			44
Book agents			33
Friends looking for free pie			1
Friends offering drinks	10		
Friends asking us to lunch	1	59	
Friends selling bazaar or raffle tickets.....			1/2
Friends wanting to borrow	0	0	0
Merry widows	3	59	
Debtors wanting more time			1
Debtors wanting to pay bills	2 a. m.	to 2 a. m.	
Cash customers..Sunrise to bedtime			
—The Southern Pine Salesman			

New Jacksonville Agents

Sales Manager, A. C. Hauser, has announced the appointment of The Duval Iron Works, 126 West Bay Street, Jacksonville, Fla., as sales agents for a part of Florida, which includes the counties of Duval and St. Johns. The firm are quite familiar with the Buffalo line, having sold Buffalo engines while M. C. Hutto was state sales agent.

After 12 Years of Service Buffalo is Almost Good as New

(Continued from page 3)

The launch is 22 feet, 3 inches long, 5½ feet wide and has been in constant service during its 14 years of life. I am at a loss to know what more I can tell you but should you wish for any information not here-in mentioned, let me know and I will gladly aid you all I can. Believe me my dear friends."

Lines to a Pencil

*I know not where thou art,
I only know
That thou wert on my desk,
Peaceful and contented,
A moment back,
And as I turned my head
To light a pill,
Some heartless wretch
Went South with thee.
I know not who he was,
Nor shall I investigate.
Perchance
It may have been
The guy I stole thee from.*

—Impeco Paper News

The pensive looking young woman was cutting long triangles of felt and sewing various letters on them.

"What are you doing?" we asked, buttinistically.

"I'm doing pennants," she sadly replied.

—Farm Life.

The Man Who Delivers the Goods



*There's a man in the world, who is never turned down
Wherever he chances to stray ;
He gets the glad hand in the populous town,
Or out where the farmers make hay.
He's greeted with pleasure on deserts of sand,
And deep in the aisles of the woods ;
Wherever he goes—there's a welcoming hand he's
The Man Who Delivers the Goods.*

*They've lost their umbrellas whenever it rains,
And they haven't their lanterns at night ;
Their lateness is always the fault of the trains—
For them nothing ever is right.
Men tire of failures who fill with their sighs,
The air of their own neighborhoods ;
There's a man who is greeted with love-lighted eyes—he's
The Man Who Delivers the Goods.*

*One fellow is lazy and watches the clock,
And waits for the whistle to blow ;
One has a hammer with which he will knock,
And one tells a story of woe.
And one if requested to travel a mile,
Will measure the perches and rods ;
But one does his stunt with a whistle and smile—he's
The Man Who Delivers the Goods.*

*One man is afraid he'll labor too hard,
The world's isn't yearning for such ;
And one man is ever alert -on his guard—
Lest he put in a minute too much.
One has a grouch on, a temper that's bad,
And one is a creature of moods ;
So it's me for the joyous and rollicking lad for he's
The Man Who Delivers the Goods.*

—Oral Hygiene

In The Trail of The Herd

E. C. Sutton of the Wheat's Ice Cream Co., Buffalo, has ordered a 16-20 h. p. Buffalo for his boat.

Robert E. Lee of the Lee Line Steamers, Inc., Memphis, Tenn., has added two 40-45 h. p. Buffalos to his fleet.

Alvaro L. Balcells, Buffalo distributor at Santiago, Cuba, has sent in orders for a 16-20 h. p., a 5-6 h. p., a 20-24 h. p., a 10-12 h. p., and a 13-15 h. p.

W. S. Carman, Buffalo man at Philadelphia has ordered another 16-20 h. p. Buffalo.

John M. Morehead, Charlotte, N. C., has ordered a 16-20 h. p. Buffalo for his boat.

F. J. Volk, Buffalo, N. Y., has installed a new 50-80 h. p. Buffalo in his fish tug.

The Field Force Pump Co., Elmira, N. Y., has ordered a four cylinder 3½x5 Buffalo to be installed on a spraying outfit.

Akt. Victor Forselius, Abo., Finland, included in their last order three 2 5-30 h. p. Buffalos, five 16-20 h. p. and a 40-60 h. p. Cruiser and Runabout engine.

The A. R. Williams Co., Toronto, Ont., have included in their recent orders a 10-12 h. p. Heavy Duty and a 25-30 h. p. Cruiser and Runabout engine.

W. M. Kidwell's latest order is for a 40-60 h. p. Cruiser and Runabout Buffalo engine to power a boat at Savannah, Ga.

The J. Cueva Co., New York, have ordered a 20-24 h. p. Buffalo Heavy Duty engine to be shipped to Ecuador.

The Rapp-Huckins Co., Inc., Boston, Mass., has ordered a 16-20 h. p. Buffalo.

William Bimer, West Hoboken, N. J., has ordered a 3-4 h. p. Buffalo through the New York office.

The Howe Scale Co., Cleveland, O., has ordered a 40-45 h. p. Buffalo to be installed in one of the boats of the Vermillion Fisheries Co., Vermillion, O.

The Panama Canal Commission has shown its faith in Buffalo power by ordering another 16-20 h. p.

J. M. Clayton & Co., Hoopersville, Md., have ordered a 13-15 h. p. Buffalo.

Two-Cycle Engine Cheap

Two cylinder, two cycle, Gray motor complete with carburetor, force feed oiler, spark plugs, grease cups, water pump, timer controls and coil mounted on motor, Gray reverse gear. This engine will be sold at a low price as the owner has bought a Buffalo and has no further need for it.

BUFFALO GASOLENE MOTOR CO.

BUFFALO, N. Y.

90-100 H.P. BUFFALO FOR SALE CHEAP

—o—

One of our customers has a 90-100 H. P. Buffalo engine, six cylinder, $6\frac{1}{4}$ in. x $6\frac{3}{4}$ in. which he is willing to sell at a bargain, having no further use for it. The engine has seen very little service, and is in good condition.

Full information on request

BUFFALO GASOLENE MOTOR CO.
1280-1290 Niagara Street :: Buffalo, N. Y.

ENGINES FOR TRACTORS

The Builders of Buffalos have a line of engines for farm tractors as well as for boats. They are built in a wide variety of sizes, and embody the good old Buffalo qualities—reliability and economy. Full information concerning the Buffalo tractor engines will be sent on request.

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BUFFALO GASOLENE MOTOR CO.
1280-1290 Niagara Street :: Buffalo, N.Y.

Mr. Boatbuilder Do You Really Know?

There is hardly a day they do not ask your advice—"What is the best engine to put in my boat?"

You answer the question to the best of your ability, but are you always sure you really know?

We do not claim Buffalo engines are best for ALL boats—that would be absurd—but we do claim our line covers such a wide field that it is seldom we find a boat which cannot use one of the Buffalo models.

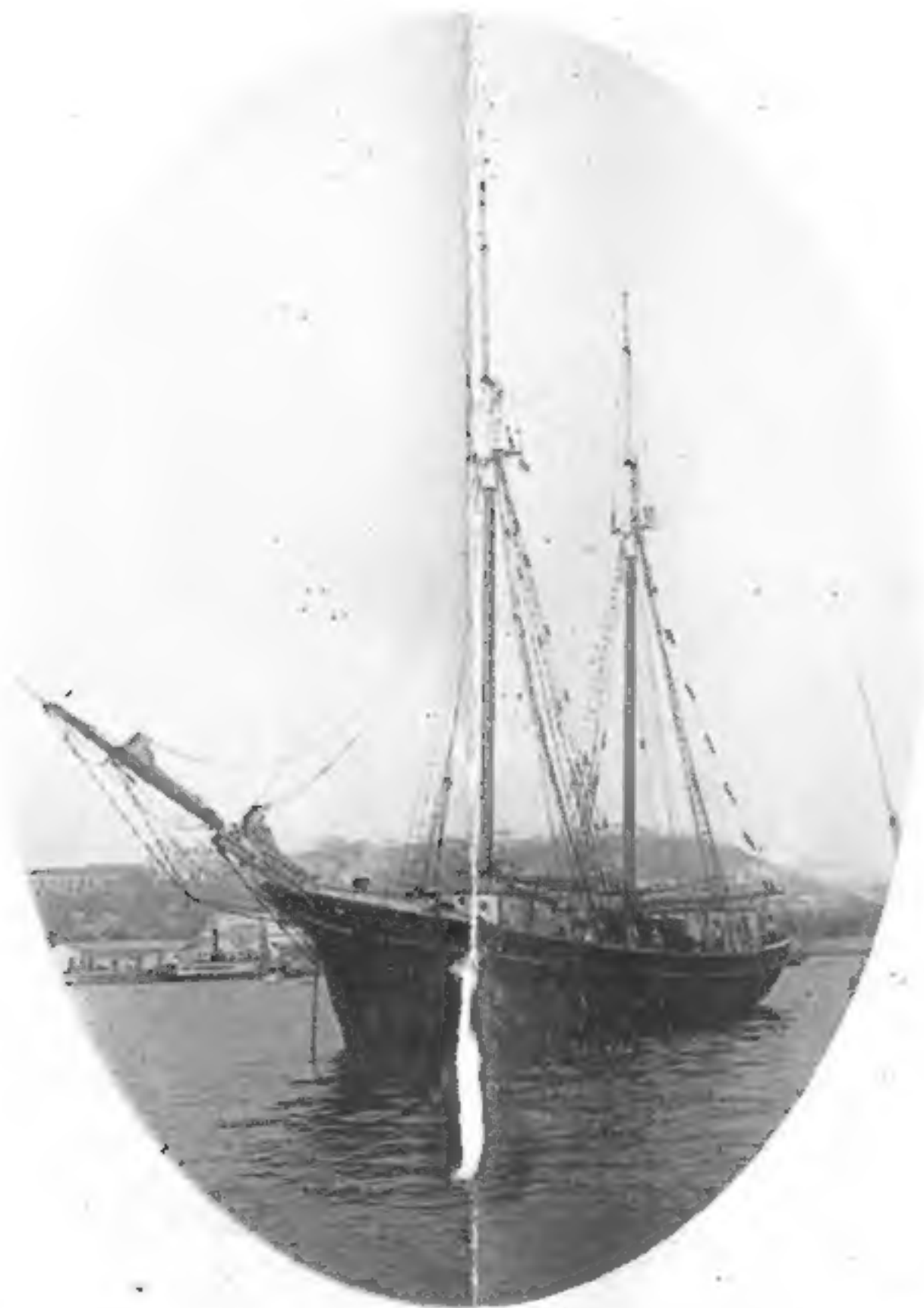
The new Buffalo Book tells the story. Shall we send it?

BUFFALO GASOLENE MOTOR CO.
1280-1290 Niagara St. :: Buffalo, N. Y.

THE HERD

With Buffalo Powered Boats at Rio de Janeiro

Some Photos Sent to THE HERD by Oscar Taves



This schooner is powered with two 40-45 h. p. Buffalo Heavy Duty engines. On her first trip she made close to seven miles per hour against head winds and heavy seas

POST CARD

PLACE A
ONE CENT
STAMP
HERE

BUFFALO GASOLENE MOTOR CO.

1280-1290 NIAGARA STREET

BUFFALO, N. Y., U.S.A.

Date

Please send me the new Buffalo Book. I am interested in an engine
for a boat of these dimensions:

Type of boat

.....

Length..... Beam Speed

Name

Address

.....